



KTVI  
2250 Ball Drive  
St. Louis, MO 63146  
(314)213-2222

# CONTRACT

Contract / Revision	Alt Order #
575682 /	09820042
<u>Product</u>	
SPENCE	
Contract Dates	Estimate #
09/25/12 - 10/01/12	925C01
Advertiser	Original Date / Revision
Spence, David/R/Mo Gov	09/18/12 / 09/28/12
Billing Cycle	Billing Calendar
EOM/EOC	Broadcast
Station	Account Executive
KTVI	Jared Salles
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
	Total Ratings
	207.90
IDB#	Advertiser Code
1046	SPEN
Product Code	
ORDR	
Agency Ref	Advertiser Ref

And:

Smart Media Group LLC  
814 King Street  
Suite 400  
Alexandria, VA 22314

*COH*

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	<u>Totals</u>	
												Spots	Amount
N 1 2	09/26/12	09/26/12	530a-6a		530a-6a		:30				NM	1	\$575.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/24/12	09/30/12	--W---						1	\$575.00	3.00			
N 2 2	09/27/12	09/27/12	530a-6a		530a-6a		:30				NM	1	\$575.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/24/12	09/30/12	---T---						1	\$575.00	3.00			
N 3 2	09/28/12	09/28/12	530a-6a		530a-6a		:30				NM	1	\$575.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/24/12	09/30/12	---F--						1	\$575.00	3.00			
N 4 2	10/01/12	10/01/12	530a-6a		530a-6a		:30				NM	1	\$450.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/01/12	10/07/12	M-----						1	\$575.00	3.00			
N 5 2	09/25/12	09/25/12	M-F 6a-7a		6a-630a		:30				NM	1	\$1,250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/24/12	09/30/12	-T-----						1	\$1,250.00	3.90			
N 6 2	09/26/12	09/26/12	M-F 6a-7a		6a-630a		:30				NM	1	\$1,250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/24/12	09/30/12	--W---						1	\$1,250.00	3.90			
N 7 2	09/27/12	09/27/12	M-F 6a-7a		6a-630a		:30				NM	1	\$1,250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/24/12	09/30/12	---T---						1	\$1,250.00	3.90			
N 8 2	09/28/12	09/28/12	M-F 6a-7a		6a-630a		:30				NM	1	\$1,250.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/24/12	09/30/12	---F--						1	\$1,250.00	3.90			
N 9 2	10/01/12	10/01/12	M-F 6a-7a		6a-630a		:30				NM	1	\$1,350.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 10/01/12	10/07/12	M-----						1	\$1,250.00	3.90			
N 10 2	09/25/12	09/25/12	M-F 6a-7a		630a-7a		:30				NM	1	\$1,350.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/24/12	09/30/12	-T-----						1	\$1,350.00	4.40			
N 11 2	09/26/12	09/26/12	M-F 6a-7a		630a-7a		:30				NM	1	\$1,350.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week: 09/24/12	09/30/12	--W---						1	\$1,350.00	4.40			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Totals					
									Rate	Rtn	Type	Spots	Amount	
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating				
		Week: 10/01/12	10/07/12	M-----				1	\$125.00	0.00				
N 61	2	10/01/12	10/01/12	M-F	430-5a	KTVI News	:30				NM	1	\$150.00	
		Start Date	End Date	Weekdays				Spots/Week	Rate	Rating				
		Week: 10/01/12	10/07/12	M-----				1	\$150.00	0.00				
											Totals	207.90	63	\$68,150.00
Time Period					# of Spots	Gross Amount	Net Amount							
08/27/12 - 09/30/12					50	\$56,425.00	\$47,961.25							
10/01/12 - 10/01/12					13	\$11,725.00	\$9,966.25							
Totals					63	\$68,150.00	\$57,927.50							

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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